

Local Food, Healthy Communities Video

This project was completed on September 30, 2010

Project Summary

The Community Food Bank Community Food Security Center (CFSC) educates advocates and provides support for increased production and consumption of Arizona grown and sold fresh fruits and vegetables in Southern Arizona. The CFSC requested and received \$10,250 for the “Local Food, Healthy Communities” video project.

Access to locally grown fresh fruits and vegetables are essential to ensure the short and long term physical and economic health of Southern Arizonans. This project will produce bilingual (English and Spanish) education and promotion videos that will increase consumption of fruits and vegetables grown and sold in Southern Arizona. The videos will be used as a part of a “buy local campaign” of the CFSC and many other partners to promote local produce, educate consumers about our local food system, and promote the nutritional health and community benefits of eating local fruits and vegetables.

Project Approach

The goal of the “Local Food, Healthy Communities Video Project” is to increase consumption of fruits and vegetables grown and sold in Southern Arizona by making and distributing an educational marketing video that raises awareness of the personal health and community benefits of eating fresh fruits and vegetables.

The project was carried out by Community Food Resource Center (CFRC) staff, who collaborated with local farmers, market managers and local food enthusiasts in designing a script, and by a local video company who created the video in English with Spanish subtitles.

The video was distributed through a variety of outlets in Tucson, including the Community Food Bank (CFB) website, YouTube, local theaters, educational events and local food organizers who present the videos to their community groups.

The educational potential was further enhanced by a Peace Corps Fellow who worked at the CFB to develop a supplemental handout including discussion questions and up-to-date information on farmers’ market locations in Tucson.

The CFB Farmers’ Market Outreach Coordinator is currently coordinating with the Manager of Community Nutrition Programs for Pima County Health Department (gatekeeper for distribution to Tucson-area Women, Infants and Children (WIC) offices) to provide the videos to WIC caseworkers as part of educational presentations to WIC participants.

Goals and Outcomes Achieved

1. Video company facilitated meetings with the Community Food Security Center (CFSC) staff to determine videos’ content
2. Video company made a creative brief of what the videos will include
3. CFSC staff, writer and video company draft script with input from local specialty crop producers and sellers
4. Baseline data collection at area farmers’ markets, CSAs and other local market venues

5. CFSC staff and writer edited script
6. CFSC staff and video company schedule filming at local farms, and farmers' markets (restaurants and stores were not filmed, Tucson CSA was filmed)
7. Video company filmed at designated sites; edited and completed videos
8. Videos – 1. Producer/Grower and 2. Seller completed with Spanish subtitles in June 2009
9. Education staff change affecting distribution of video
10. Video on Community Food Bank website and YouTube
11. Video screened at The Loft Cinema (a Tucson non-profit theatre) on July 17, 2009 - approximately 1,000 people attended local food event
12. Additional to work plan – Congressional Hunger Fellow developed promotion materials and contacted potential locations for viewing; "Food is Good" CD
13. Additional to work plan – Farmers' Market Manager and Peace Corps Fellow coordinating research on "Measureable outcomes"
14. Additional to work plan – Peace Corps Fellow developed supplemental handout featuring activities to accompany viewing of video, along with up-to-date information on southern Arizona farmers' market locations and hours
15. Video distributed: 60 DVDs and supplemental handouts given to community stakeholders (from three counties in southeastern Arizona) participating in "Healthy Food, Healthy Future" conference (organized in partnership with World Hunger Year) on February 16-17, 2010; 1 DVD given to Manager of Community Nutrition Programs for Pima County Health Department (gatekeeper for distribution to Tucson-area WIC offices)
16. Coordination of DVD use with Pima County Health Department - Tucson-area WIC office waiting rooms evaluated as sites for looped playback of the video. None of the three WIC offices utilized a TV/DVD player in its waiting room. Use of DVDs in nutrition education classes for WIC clients is a more viable option at present.
17. Additional agencies and organizations with potential interest in utilizing the DVD or featuring video on websites have been located and will be contacted.
18. Additional to work plan – A Farmers' Market Outreach Coordinator has been hired. This full-time employee will utilize the DVD and other resources to make farmers' markets more accessible to low-income communities and will strengthen outreach efforts to WIC Cash Value Voucher, FMNP Coupon, and Food Stamp recipients.
19. Farmers' Market Outreach Coordinator has been invited to provide educational presentations to WIC staff and is incorporating use of DVD, along with instructions for WIC caseworkers on how to use DVD during meetings with WIC participants, into educational presentation.

	Santa Cruz River Farmers' Market (SCRFM) <i>Numbers reflect only the amount sold by CFB Farm and Garden and does not include other vendors*</i>	Community Food Bank Farmers' Market (CFBFM) <i>Numbers reflect only the amount sold by CFB Farm and Garden and does not include other vendors**</i>	Marana Farm Stand (MFS) <i>The MFS includes only CFB produce.</i>
Sales			
Jan thru June 2008	\$10,553.16	\$17,426.35	Not applicable – Stand began July 2008
July thru Dec 2008	\$18,899.63	\$24,669.46	\$5,526.24
Jan thru June 2009	\$20,786.02	\$13,303.97	\$7,591.01
July thru Dec 2009	\$18,429.68	\$16,812.81	\$3,956.19
Jan thru June 2010	\$21,799.38	\$8,135.32	\$6,113.41
July thru Oct 2010	\$17,075.30	\$21,850.83	\$5,866.84
Market Attendance (weekly)			
Jan thru June 2008	70	75	NA
July thru Dec 2008	150 (SCRFM closed in Dec)	150	40
Jan thru June 2009	175	100	50
July thru Dec 2009	250 (SCRFM closed in Dec)	200	40
Jan thru June 2010	300	200	60
July thru Oct 2010	350	290	75
Seasonal AZFMNP Redemption at all CFB Markets			
Jan thru Dec 2008	AZFMNP vouchers redeemed at all CFB Farmers' Markets: \$26,970	AZFMNP redemption rate at all CFB markets: WIC: 43% Senior: 61%	
Jan thru Dec 2009	AZFMNP vouchers redeemed at all CFB Farmers' Markets: \$24,015	AZFMNP redemption rate at all CFB markets: WIC: 29% Senior: 90%	
Jan thru Oct 2010 (Numbers reflect AZFMNP vouchers cashed thru 11/11/10. Total unavailable until 12/15/10).	AZFMNP vouchers redeemed at all CFB sponsored farmers' markets thru November 11, 2010: \$24,612	AZFMNP redemption rates 2010 thru 11/11/10: WIC: 34.69% Senior: 60.94%	

* In 2008: 4 AZFMNP approved growers at SCRFM, not including CFB produce
In 2009: 10 AZFMNP approved growers at SCRFM, not including CFB produce
In 2010: 13 AZFMNP approved growers at SCRFM, not including CFB produce

** In 2008: only CFB produce was AZFMNP approved

In 2009: 2 approved growers at CFB Farmers' Market, not including CFB produce

In 2010: 4 approved growers at CFB Farmers' Market, not including CFB produce

1. Increase in Attendance by August 2010

Average Attendance per Market

	Jan-Dec 2008	Jan-Aug 2010	% Increase
Santa Cruz River Farmers' Market	110	325	195%
CFB Farmers' Market	112	245	118%
Marana Farm Stand (began in July 2008)	40	67	67%

2. Farm Sales at Markets by August 2010

Average Market Sales of Community Food Bank Farm Produce

	Jan-Dec 2008	Jan-Aug 2010	% Increase
Santa Cruz River Farmers' Market	\$29,452.79	\$38,874.68	32%
CFB Farmers' Market	\$42,095.81	\$29,986.15	29% (decrease)*
Marana Farm Stand (began in July 2008)	\$5,526.74	\$11,980.25	117%

* The decrease in sales of Community Food Bank produce is not reflective of the CFB market's failure, but of the fact that more vendors were added to share the burden. In 2008, the CFB Farm produce supplied the entire market, whereas by 2010, 4 additional vendors became regular participants. Their sales were not tracked, but each vendor consistently sold-out throughout the season.

3. AZFMNP redemption by August 2010

Percentage of AZFMNP Sales at CFB Farmers' Markets

	Jan-Dec 2008	Jan-Aug 2010	% Increase
Santa Cruz River Farmers' Market	37%	50%	13%
CFB Farmers' Market	65%	83%	18%
Marana Farm Stand (began in July 2008)	15%	31%	16%

Beneficiaries

The beneficiaries of this project included women and seniors who received Arizona Farmers' Market Nutrition Program (AZFMNP) vouchers, who will benefit from viewing more detailed information about farmers' markets through the video.

Other beneficiaries included local farmers who saw their sales increase at all aforementioned Community Food Bank Farmers' Markets, due in part to an increase in usage of AZFMNP vouchers and a general increase in market attendance (see data under "Goals and Outcomes

Achieved”). Though the numbers in the data reflect only the increase of sales of CFB produce, all markets grew sufficiently to sustain the addition of numerous local growers.

Lessons Learned

One of the challenges in meeting the goals of this grant has been a series of staff changes. With the addition of a full-time Farmers’ Market Outreach Coordinator, who will focus specifically on increasing participation of WIC and food stamp recipients, we can incorporate the DVDs in a comprehensive educational plan. The Farmers’ Market Outreach Coordinator began work in September 2010.

Another lesson we’ve learned is that there are a host of reasons why WIC participants are unable or choose not to redeem their AZFMNP vouchers. Starting in June 2010, the CFB Farmers’ Market Manager and Peace Corps Fellow coordinated a research project on what factors contribute to WIC participants’ decision to redeem their AZFMNP vouchers. The study revealed obstacles such as location and convenience of CFB farmers’ markets, lack of access to transportation and the idea that healthy food is a luxury rather than necessity. The Community Food Resource Center is addressing some of these issues by adding a new farmers’ market on Tucson’s south side and developing a mobile market system, which will provide opportunities for WIC participants to use their vouchers in areas that were not previously served by CFB farmers’ markets.

Despite prior challenges, the Community Food Resource Center now has a useful educational tool which we’re utilizing in a variety of venues: from community events, to our Youth Farm Apprentice Curriculum to WIC and Supplemental Nutrition Assistance Program (SNAP) offices.

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Additional Information

All CFB Farmers’ Markets increased enough to absorb numerous small, Arizona growers. Sales at each market have been sufficient to establish the additional growers as regular attendees of each market.